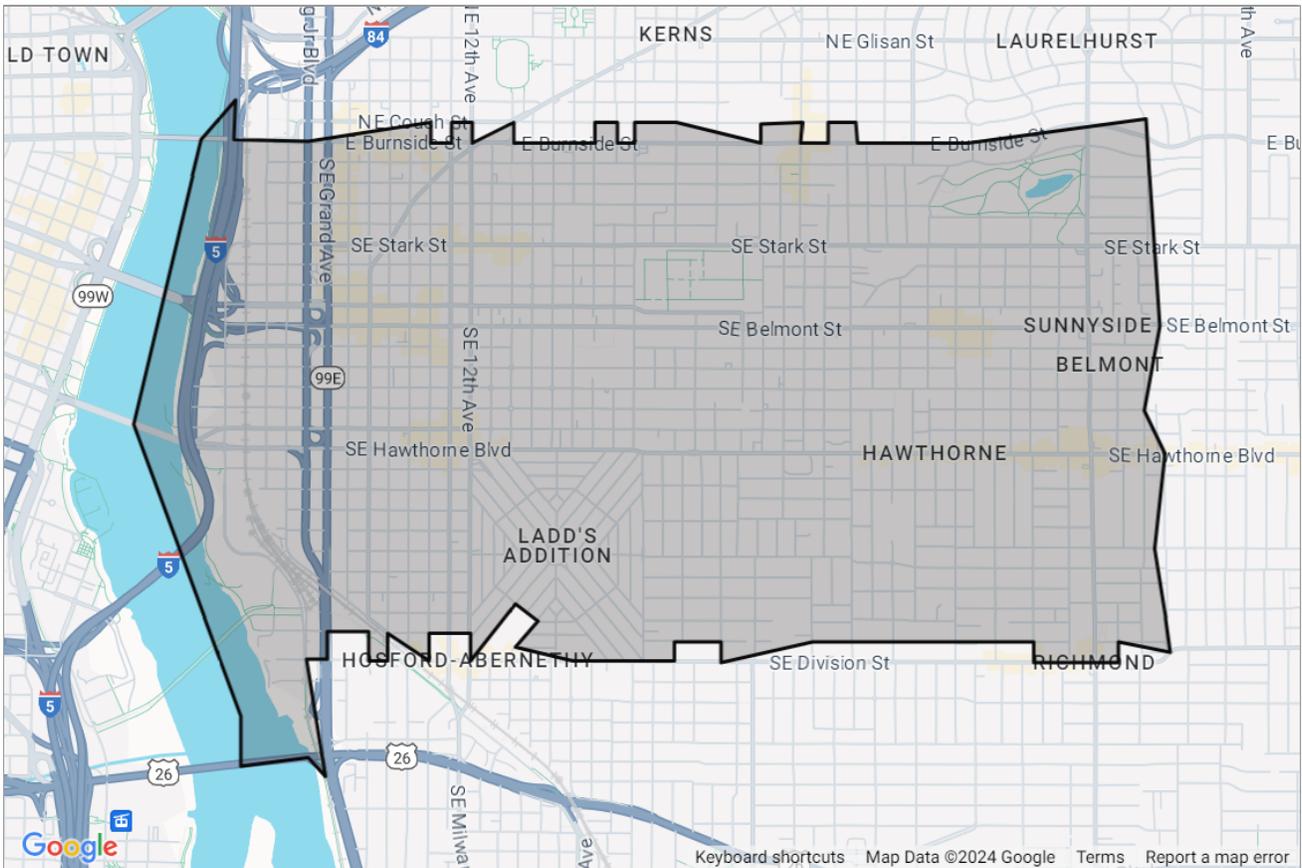


TRADE AREA REPORT

Portland, OR 97214



Presented by

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Portland, OR 97212

Criteria Used for Analysis

Median Household Income
\$83,512

Median Age
35.4

Total Population
28,800

1st Dominant Segment
Metro Renters

Consumer Segmentation

Life Mode What are the people like that live in this area?	Uptown Individuals Younger, urban singles in the city	Urbanization Where do people like this usually live?	Principal Urban Centers Young, mobile population in metros of 2.5 + million people
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Top Tapestry Segments

	Metro Renters	Emerald City	Trendsetters	Laptops and Lattes	Urban Chic
% of Households	9,060 (60.4%)	3,290 (21.9%)	1,821 (12.1%)	578 (3.9%)	142 (0.9%)
% of Portland	50,451 (17.5%)	70,722 (24.5%)	8,126 (2.8%)	5,351 (1.9%)	19,249 (6.7%)
Lifestyle Group	Uptown Individuals	Middle Ground	Uptown Individuals	Uptown Individuals	Upscale Avenues
Urbanization Group	Principal Urban Centers	Metro Cities	Principal Urban Centers	Principal Urban Centers	Suburban Periphery
Residence Type	Multi-Unit Rentals	Single Family; Multi-Units	High-Density Apartments	High-Density Apartments	Single Family
Household Type	Singles	Singles	Singles	Singles	Married Couples
Average Household Size	1.69	2.05	2.07	1.9	2.42
Median Age	33.7	38.6	37.4	38.4	43.9
Diversity Index	69.2	57.6	79.6	60.5	59
Median Household Income	\$89,000	\$79,600	\$94,800	\$149,700	\$134,000
Median Net Worth	\$51,100	\$112,200	\$68,400	\$183,500	\$535,900
Median Home Value	\$511,400	\$399,800	\$807,900	\$931,100	\$818,400
Homeownership	22.2 %	52.6 %	27.6 %	40.1 %	69.3 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	Grad/Prof Degree	Bachelor's Degree
Preferred Activities	Socializing and social status very important. . Participate in yoga, Pilates, and skiing.	Place importance on learning new things to keep life fresh and variable. . Buy natural, green, and environmentally friendly products..	Explore local arts and culture, take on new hobbies . Jog, run, or walk and occasionally do yoga.	Exercise regularly and pay attention to nutrition . Support environmental groups, recycle faithfully.	Maintain a "green" lifestyle. . Travel extensively domestically and internationally.
Financial	Spend a large portion of wages on rent, clothes and technology	Contribute to NPR, PBS	Seek financial advice, building their stock portfolios.	Maintain retirement savings plans	Financially shrewd with healthy portfolios
Media	Active on Facebook, Twitter, YouTube, LinkedIn	Read books, magazines and use the web for news	Stay connected, avid readers	Listen to classic rock, pop, reggae, blues, folk, and alternative music.	Use PCs extensively for staying current.
Vehicle	Public transportation, taxis, walking and biking	Take public transportation	Own subcompacts	Majority of households own no vehicle	Choose luxury imports

About this segment

Metro Renters

This is the

#1

dominant segment
for this area

In this area

60.4%

of households fall
into this segment

In the United States

1.8%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Our Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67. Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses. Renters occupy close to 80% of all households. Public transportation, taxis, walking, and biking are popular ways to navigate the city.

Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college. Very interested in the fine arts and strive to be sophisticated; value education and creativity. Willing to take risks and work long hours to get to the top of their profession. Become well informed before purchasing the newest technology. Prefer environmentally safe products. Socializing and social status very important.

Market Profile

- Enjoy wine at bars and restaurants. Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods. Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies. Favorite websites: Facebook, Twitter, YouTube, and LinkedIn. Use a tablet for reading newspapers and magazines. Participate in leisure activities including yoga, Pilates, and downhill skiing. Shop for clothes at Banana Republic, The Gap, and Nordstrom.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

About this segment

Emerald City

This is the
#2
dominant segment
for this area

In this area
21.9%
of households fall
into this segment

In the United States
1.4%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

Our Neighborhood

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940. Just over half of all homes are renter occupied. Single-person and nonfamily types make up over half of all households. Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000–\$300,000.

Socioeconomic Traits

- Consumers research products carefully before making purchases. They buy natural, green, and environmentally friendly products. Very conscious of nutrition, they regularly buy and eat organic foods. Cell phones and text messaging are a huge part of everyday life. They place importance on learning new things to keep life fresh and variable. They are interested in the fine arts and especially enjoy listening to music.

Market Profile

- Liberal segment that contributes to NPR and PBS. Shop at Trader Joe's and Whole Foods. Budget time, utilize home cleaning services so there's time for yoga. Use the web for professional networking, blogging, making travel plans, shopping, and sports news. Read magazines and books on a tablet, sometimes while exercising at home. Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

About this segment

Trendsetters

This is the

#3

dominant segment
for this area

In this area

12.1%

of households fall
into this segment

In the United States

1.1%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Armed with the motto "you're only young once," Trendsetters residents live life to its full potential. These educated young singles aren't ready to settle down; they do not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages.

Our Neighborhood

- Trendsetters residents are singles, living alone or with roommates or partners. More than 75% rent in upscale, multiunit structures. High-rent cities like New York; San Francisco; Chicago; and Washington, DC are popular among renters willing to pay well above US average rent. Commuting can take up to an hour; public transportation, walking, and biking are popular; many own no vehicle.

Socioeconomic Traits

- Residents are young and well educated; more than half have a bachelor's degree or more. Well paid, with little financial responsibility, these consumers are spenders rather than savers. They seek financial advice and are already building their stock portfolios. Image is important to these consumers. They use the Internet to keep up with the latest styles and trends and shop around for good deals. Trendsetters residents travel often, exploring new destinations and experiences. Socially and environmentally conscious, they are willing to pay more for products that support their causes. Up-to-date on technology, they explore and exploit all the features of their smartphones. They are attentive to good health and nutrition.

Market Profile

- Not only do Trendsetters residents spend freely on fashionable and branded clothing, they also own the latest in cell phones and tablets. Particularly for residents that often work at home, wireless Internet access is a must. Many are fans of Mac computers. Texting is their preferred form of communication, but they also dedicate time to social media, recounting their experiences via Facebook and Twitter. Trendsetters residents explore local arts and culture, take on new hobbies such as drawing or painting; often make last-minute travel plans. These avid readers embrace e-books and e-newspapers but do prefer hard-copy versions of women's fashion and epicurean magazines. Trendsetters residents jog, run, or walk for exercise and occasionally attend a yoga class. These consumers shop at Whole Foods or Trader Joe's and buy organic when they can; however, their cart is more often filled with prepared or ready-to-heat meals. To suit their urban lifestyle (and parking options), the cars they own are subcompact.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

About this segment

Laptops and Lattes

This is the

#4

dominant segment
for this area

In this area

3.9%

of households fall
into this segment

In the United States

1.1%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer and entertainment occupations. They are affluent and partial to city living--and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. Laptops and Lattes residents are cosmopolitan and connected--technologically savvy consumers. They are active and health conscious, and care about the environment.

Our Neighborhood

- 30-something single householders, with a number of shared households; low average household size of 1.87. City dwellers, primarily in apartment buildings: with 2–4 units, 5–19 units, or 20+ units. Older housing, 2 out of 3 homes built before 1970; 40% built before 1940. Most households renter occupied, with average rent close to \$1,970 monthly. Many owner-occupied homes valued at \$500,000+. Majority of households own no vehicle at 36% or 1 vehicle (41%).

Socioeconomic Traits

- More than three out of four have a bachelor's degree or higher. Labor force participation is high, more than 75%. Salaries are the primary source of income for most households, but self-employment income and investment income complement the salaries in this market. These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase. Environmentally conscientious but also image-conscious: both impact their purchasing.

Market Profile

- Support environmental groups, recycle faithfully, and contribute to arts/cultural organizations. Invest in mutual funds (bonds) and maintain retirement savings plans. Use their laptops, iPads, and mobile phones extensively to stay connected. Spend money on nice clothes, dining out, travel, treatments at day spas, and lattes at Starbucks. Physical fitness a priority, exercising at a club or other facility on a regular basis. Enjoy sports such as jogging/running, biking, tennis, soccer, skiing, yoga, and Pilates, as well as participating in fantasy sports leagues. Participate in leisure activities including painting, reading books or the newspaper on their iPad, watching movies rented from Netflix, hiking, backpacking, canoeing/kayaking, as well as going to bars/clubs, the beach, movies, art galleries, museums, the theater, opera, and rock concerts. Listen to classic rock, pop/top 40, classical, jazz, reggae, blues, folk, and alternative music. Favor organic food, purchasing groceries at higher-end markets.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

About this segment

Urban Chic

This is the

#5

dominant segment
for this area

In this area

0.9%

of households fall
into this segment

In the United States

1.3%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Urban Chic residents are professionals who live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families, and about 30 percent are singles. These are busy, well-connected and well-educated consumers--avid readers and moviegoers, environmentally active and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

Our Neighborhood

- More than half of Urban Chic households include married couples; nearly 30% are singles. Average household size is slightly lower at 2.39. Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures. Two-thirds of homes are owner occupied. Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast. Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common.

Market Profile

- Shop at Trader Joe's, Costco, or Whole Foods. Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee. Travel extensively (domestically and internationally). Prefer to drive luxury imports and shop at upscale establishments. Embrace city life by visiting museums, art galleries, and movie theaters for a night out. Avid book readers of both digital and audio formats. Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate. In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

Socioeconomic Traits

- Well educated, more than 65% of residents hold a bachelor's degree or higher. Labor force participation is higher at 68%. Residents are employed in white collar occupations—in managerial, technical, and legal positions. Nearly 40% of households receive income from investments. Environmentally aware, residents actively recycle and maintain a "green" lifestyle. These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current, a top market for Apple computers.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

Portland, OR 97214: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 97214



Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 97214



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



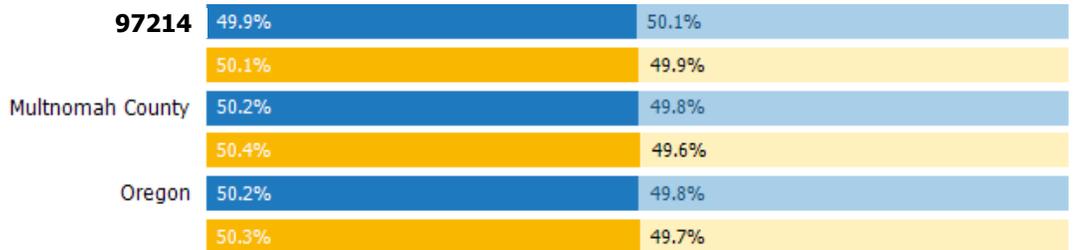
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ Women 2023
■ Men 2023
■ Women 2028 (Projected)
■ Men 2028 (Projected)



Portland, OR 97214: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



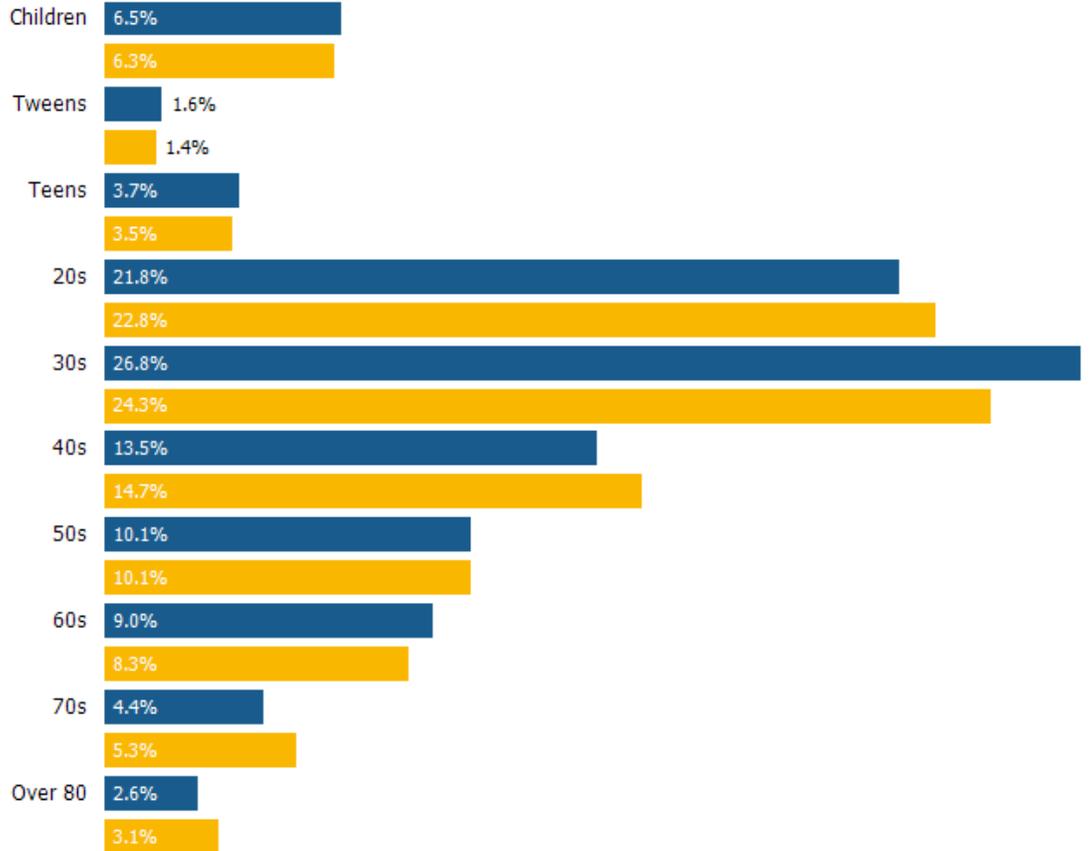
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



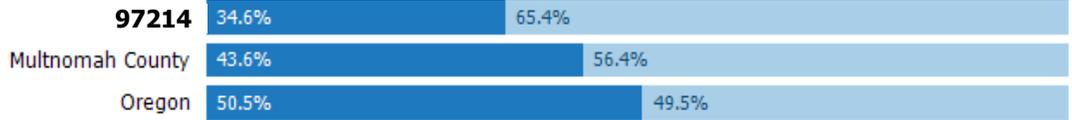
Portland, OR 97214: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



Portland, OR 97214: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

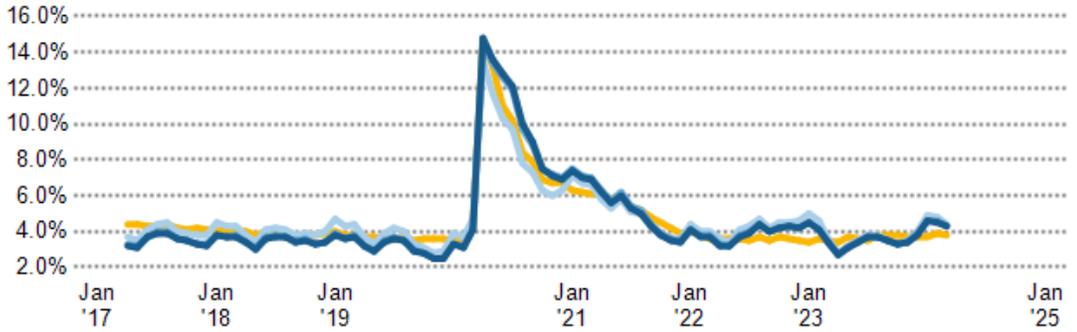


Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

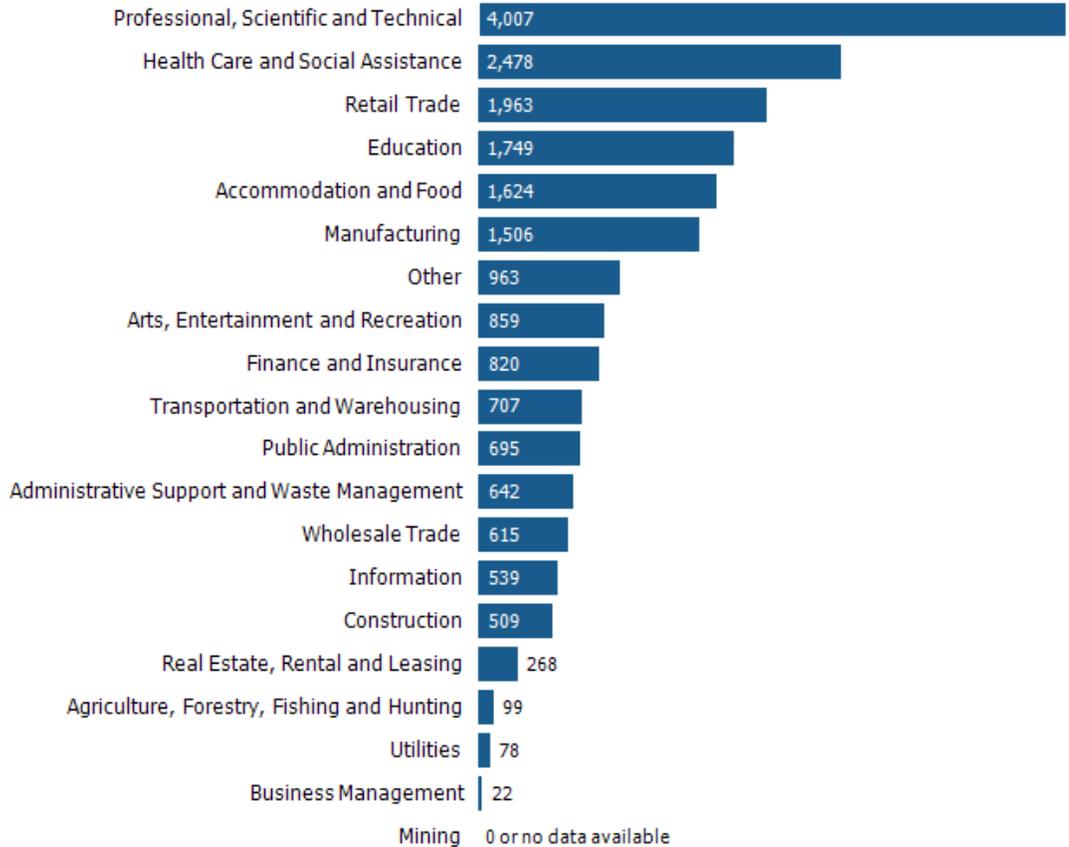


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually



Portland, OR 97214: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



Some College



This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Associate Degree



This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Bachelor's Degree



This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Grad/Professional Degree



This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Portland, OR 97214: Commute Comparison

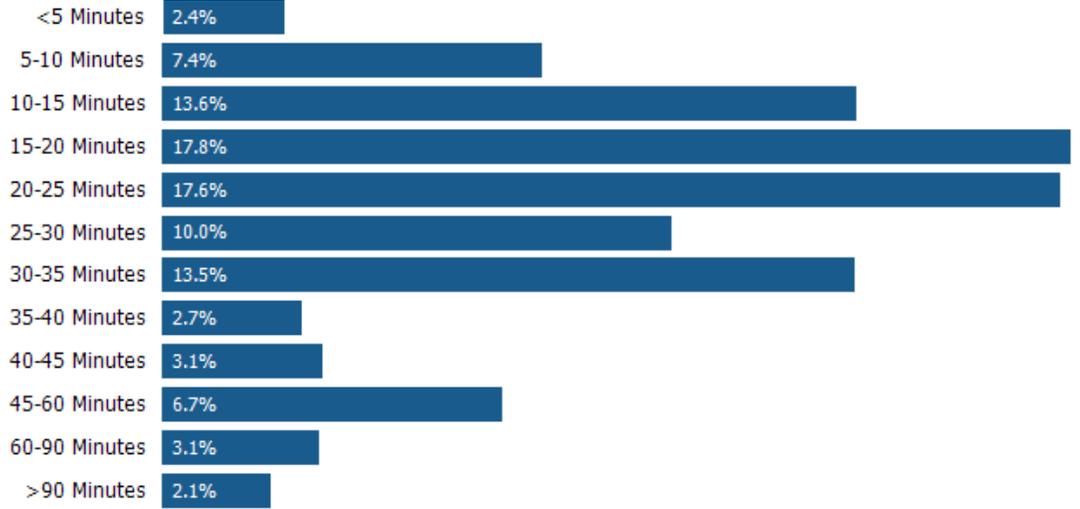
Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 97214



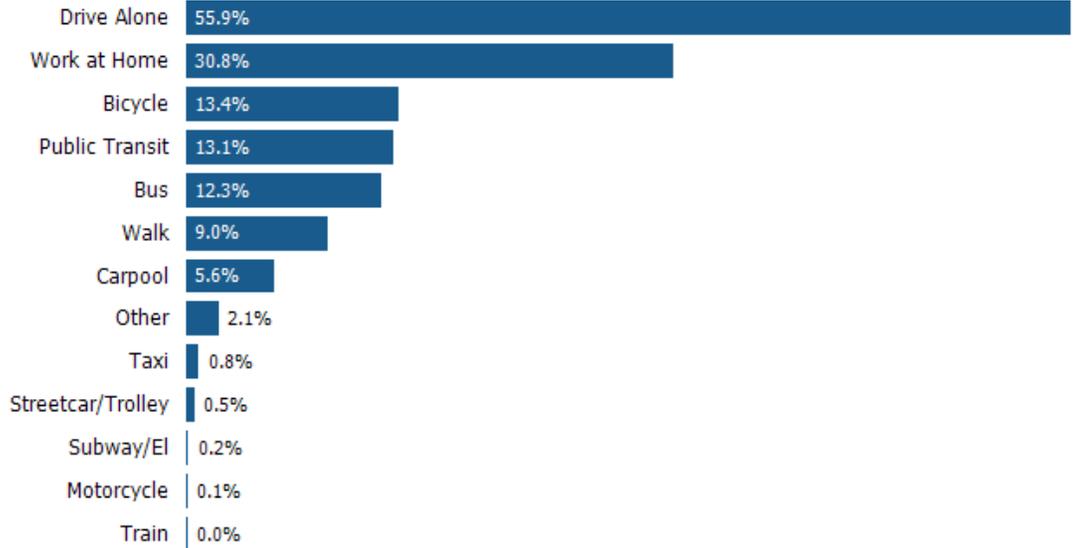
How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 97214



Portland, OR 97214: Home Value Comparison

Median Estimated Home Value



This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

12 mo. Change in Median Estimated Home Value



This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Median Listing Price



This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly

12 mo. Change in Median Listing Price

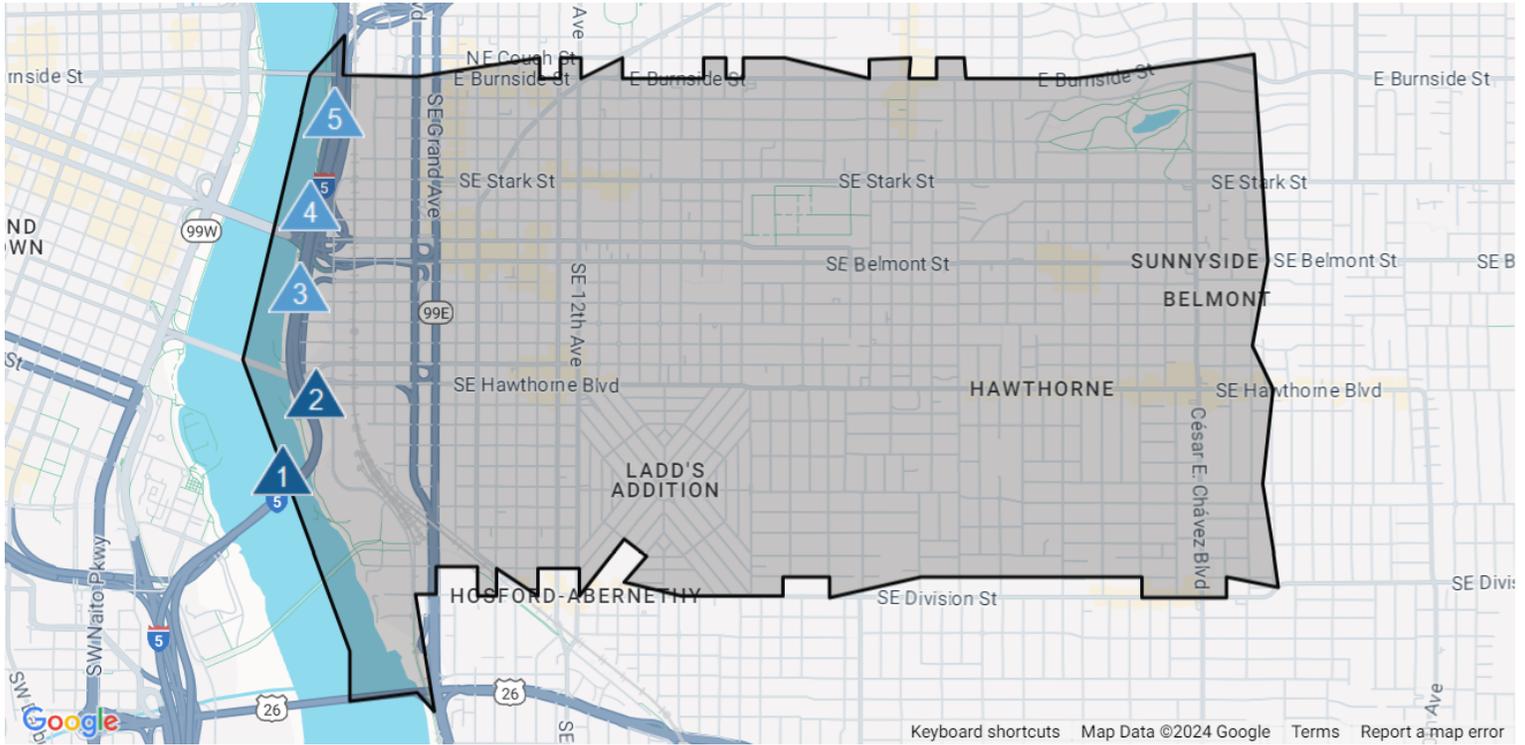


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1

143,263

2023 Est. daily traffic counts

Street: I-5
Cross: SE Clay St
Cross Dir: N
Dist: 0.23 miles

Historical counts

Year	Count	Type
2017	▲ 138,840	AADT
2016	▲ 140,500	AADT
2015	▲ 139,200	AADT
2012	▲ 134,500	AADT
2011	▲ 138,100	AADT

2

138,953

2023 Est. daily traffic counts

Street: Eastbank Freeway
Cross: SE Clay St
Cross Dir: NE
Dist: 0.06 miles

Historical counts

Year	Count	Type
2018	▲ 139,800	AADT

3

94,669

2023 Est. daily traffic counts

Street: I-5
Cross: SE Salmon St
Cross Dir: S
Dist: 0.02 miles

Historical counts

Year	Count	Type
2016	▲ 90,600	AADT
2012	▲ 86,400	AADT
2011	▲ 89,500	AADT
2009	▲ 89,200	AADT
2007	▲ 98,200	AADT

4

78,160

2023 Est. daily traffic counts

Street: I-5
Cross: SE Morrison St
Cross Dir: S
Dist: 0.02 miles

Historical counts

Year	Count	Type
2020	▲ 78,069	AADT

5

71,475

2023 Est. daily traffic counts

Street: I-5
Cross: Burnside Brg
Cross Dir: N
Dist: 0.15 miles

Historical counts

Year	Count	Type
2012	▲ 61,700	AADT
2011	▲ 65,800	AADT
2009	▲ 66,700	AADT
2007	▲ 76,100	AADT
2004	▲ 70,400	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

